

## CONTRACT



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

And:

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21204

<u>Contract / Revision</u> 500002 /		<u>Alt Order #</u> 06393784
<u>Product</u> RESTORE OUR FUTURE		
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Estimate #</u> 661	
<u>Advertiser</u> ISS/Restore Our Future		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/30/12	11/02/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$1,225.00			
N 2	KVVU	10/30/12	11/02/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$450.00			
N 3	KVVU	10/30/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$500.00			
N 4	KVVU	10/30/12	11/02/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$1,025.00			
N 5	KVVU	10/30/12	11/02/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$3,500.00			
N 6	KVVU	10/31/12	11/01/12	BB World Series	330pm-8pm		:30			NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WT---				2	\$12,000.00			
N 7	KVVU	11/04/12	11/04/12	NFL Early Game	NFL Early Game		:30			NM	2	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1				1	\$11,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	NFL Early Game	NFL Early Game	-----Su	:30		<del>\$11,500.00</del>	NM		
		See MG 7.2,7.3										
	2	KVVU	11/04/12-11/04/12	NFL Early Game	NFL Early Game	-----Su	:30		\$9,500.00	NM		
	Ⓜ	MG for 7.1 11/04										
	3	KVVU	11/04/12-11/04/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$2,000.00	NM		
	Ⓜ	MG for 7.1 11/04										
N 8	KVVU	11/03/12	11/03/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1-				1	\$2,100.00			
N 9	KVVU	11/04/12	11/04/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
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<u>Advertiser</u> ISS/Restore Our Future		<u>Original Date / Revision</u> 10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$850.00			
N 10	KVVU	11/05/12	11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,225.00			
N 11	KVVU	11/05/12	11/05/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$450.00			
N 12	KVVU	11/05/12	11/05/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,500.00			
Totals											30	\$71,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	30	\$71,650.00	\$60,902.50
<b>Totals</b>	<b>30</b>	<b>\$71,650.00</b>	<b>\$60,902.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
OCT24/12 16.09  
\*\*\*CHANGES\*\*\*  
\*\*\* KVVU-TV \*\*\*

600 FAIRMOUNT AVENUE, SUITE 306  
SALES PRSN PH- TERESA DIFURIA

PRDCH	EST# 618	COMMENTS: (LINE, ORDER, INVOICE)
RESTORE OUR FUTURE		

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			OCT24/12 16.09

STA-

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	S		200P-300P	30		\$275.00	10/23	10/26	5		TU-F	5
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 618												
PROGRAM : KATIE COURIC RA35+ : 1.0 CON COM1 : MAX 2X DAY												

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PROGRAM : KATIE COURIC
RA35+ : 1.0
CON COM1: MAX 2X DAY
```

REP HEADLINE# 6366023 TRF# 499427  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 16.09  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

53	A		100P-200P	30		\$275.00	10/25	10/25	2		THU	2
PROGRAM : KATIE COURIC												
RA35+ : 1.0												
ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-2 FOR 3 SPOTS/WK												

54	A		100P-200P	30		\$275.00	10/29	10/29	1		MON	1
PROGRAM : KATIE												
RA35+ : 1.0												
ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 53-54												

STATION MAKEGOOD OFFERS:

M17	OK'D	BUY#2	MISSED: TU-F/200P-300P	OCT23 (3/WK)	30S	\$275.00	(OCT23/12)
			OFFER: THU/100P-200P	OCT25 (2/WK)	30S	\$275.00	PLS ADVISE.
			& MON/100P-200P	OCT29	30S	\$275.00	
CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.							

OCT/12 169025.00 NOV/12 19125.00 CONTRACT TOTAL 188150.00  
TOTAL SPOTS 119

MARKET TOTALS \$551,785 KVVU 14% KSNV 35% KLAS 27% KTNV 24% KVMY 0% KVCW 0% CABL 0%  
KTUD 0%

SHARE SLIGHTLY LOW DUE TO QUALITATIVE DATA USED. OLDER SKEWING  
REPUBLICAN VOTER BUY.

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

OCT23/12 19.24

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PROGRAM : NEWS
RA35+ : 2.0
CON COM1 : MAX 1X DAY
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REP HEADLINE# 6393784  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 610-225-1191  
OCT23/12 19.24  
\*\*\* KVVU-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
2			1000A-1100A	30		\$450.00	10/30	11/2	4		TU-F	4
			PROGRAM : DR OZ									
			RA35+ : 1.0									
			CON COM1 : MAX 1X DAY									
3			400P-500P	30		\$500.00	10/30	11/2	4		TU-F	4
			PROGRAM : DR OZ									
			RA35+ : 1.0									
			CON COM1 : MAX 1X DAY									
4			530P-600P	30		\$1,025.00	10/30	11/2	4		TU-F	4
			PROGRAM : NEWS									
			RA35+ : 2.0									
			CON COM1 : MAX 1X DAY									
5			1000P-1100P	30		\$3,500.00	10/30	11/2	4		TU-F	4
			PROGRAM : NEWS									
			RA35+ : 5.0									
			CON COM1 : MAX 1X DAY									
6			500P-800P	30		12000.00	10/30	10/31	2		TU-W	2
			PROGRAM : WORLD SERIES									
			RA35+ : 10.0									
			CON COM1 : MAX 1X DAY									
7			400P-700P	30		11500.00	11/4	11/4	1		SUN	1
			PROGRAM : NFL									
			RA35+ : 10.0									
8			1000P-1100P	30		\$2,100.00	11/3	11/3	1		SAT	1
			PROGRAM : NEWS									
			RA35+ : 3.0									
9			800A-900A	30		\$850.00	11/4	11/4	1		SUN	1
			PROGRAM : NEWS									
			RA35+ : 1.0									

No game 10/31-11/1

No late game 10a-130p

9500

REP HEADLINE# 6393784

\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

OCT23/12 19.24

\*\*\* KVVU-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
10			700A-900A	30		\$1,225.00	11/5	11/6	2		M-TU	2
	PROGRAM : NEWS											
	RA35+ : 2.0											
	CON COM1: MAX 1X DAY											
11			1000A-1100A	30		\$450.00	11/5	11/5	1		MON	1
	PROGRAM : DR OZ											
	RA35+ : 1.0											
12			1000P-1100P	30		\$3,500.00	11/5	11/5	1		MON	1
	PROGRAM : NEWS											
	RA35+ : 5.0											
NOV/12						71650.00	CONTRACT TOTAL					
							TOTAL SPOTS					
							71650.00					
							29					

MARKET TOTALS \$421,470

KVVU 17%

KSNV 34%

KTUD 0%

KTNV 21%

KVMY 0%

KVCW 0%

CABL 0%

QUALITATIVE A35+ DATA USED.

SVC- NSI

DEMOS- RA35+\*